ABSTRACT

The map-display-area determining unit (262) determines
an area in which a map is to be displayed. The road-
information obtaining unit (261) obtains, out of map data
5   transmitted from a map-data distributing server, curved-
point coordinate information and name information of a
traffic route to be displayed in the determined display
area. The map-display-data generating unit (264)
determines a display position for each character or symbol
10   included in a character symbol string indicated in the name
information so that each character or symbol is positioned
along the traffic route without interfering with any other
character or symbol and generates map display data for
displaying each character or symbol at the respective
15   determined display position.